CHAPTER II

LITERATURE REVIEW

2.1 Beauty

The definition of beauty is still not understandable. According to The Oxford English Dictionary defines word ''beauty'' as '' a combination of qualities, such as shape, color, or form, that please the aesthetic senses, especially the sight''. This means that beauty is the attractive things that can be seen through the few of aspects especially for part of face and body but it cannot be the same with reality because we all have different experiences and point of view about beauty because women has her own characters of beauty to be kept in, that character of beauty also can be built by the social media and culture of society (Peiss, 2011). This means that culture is defined as holding the organization together through the shared values. It causes a big change for woman, for instance being a beauty instantly with makeup as a result of culture, this means makeup as one of important points to make women more attractive for women's appearance (Allaire and Firsirotu, 2007, p.75). In history, women around the world have used makeup for thousands of years. It makes women appear more attractive, give a good self-image within a social scene and this day society judge the beauty based on makeup and face (Boltanski and Pfeffer, 2005).

Maryann (2017) argues that as a woman, makeup is an identity of formation and self-confidence and a means of feeling ready to engage in the world, and yet fosters judgment of beauty against them. Some of research also shows women who wear makeup are perceived to look healthier and more confident, implying professional jobs and greater

earnings potential or that physical attractiveness measured by specific visual effects of makeup, such as luminance of facial features compared to surrounding skin, is shown to influence perceptions of women's faces (Etcoff et al., 2011).

Recently, social media as kind of media which is supports the concept of beauty construction. In modern era, asserts in her work (Li et al, 2014) that people use social media for share their pictures or moment on social media with the intention to show that how beautiful they are, this means social media have an important role to construct something deeply significant into images and words, to be publicly recognized by large amounts of people, to get praise, or simply to pass the time.

2.2 Social Construction of Beauty

Social media heavily influenced our current beauty norms and materializes in various forms in our everyday lives. So many platforms like Facebook, Twitter, Snapchat and Instagram perpetuate harmful beauty practices while also establishing a culture that pressures women to conform these standards (Goodman, Morris, & Sutherland, 2008). Beauty standards are created and embedded within society with the help of the media in modern era that means beauty is socially constructed. This means that what people take to be normal and fixed facts about the world are actually determined by social norms, culture and social interaction. Berger and Luckmann (2009) argued that have established this theory, showing how individuals' knowledge and perception, otherwise known as their social status. While there are positive and negative social outcomes that flow on from beauty hierarchies. The beauty found in arts and pop cultures in this era reflect beauty

in a large and back to the point beauty are socially constructed. This study found that beauty as women's identity, both women and their peers viewed the women as more attractive with makeup than without. The women themselves felt that they were more physically attractive with makeup, and often overestimated their attractiveness with the makeup, while underestimating their attractiveness without makeup. In addition, Social media is a constructed of beauty throughout fashion and beauty industries. For instance, in one form or another cultural studies researchers argue that media serve as creators of beauty ideals by presenting images of beauty and attractiveness for audiences and creating content of beauty through their model's or well known as influencers and that possess beauty qualities. (Goldman, 2014).

The beauty constructed in social media, produced all women's ideas of beauty especially for are created in part by images, videos of beauty and advertisement. In social media serve as main communicators of such standard of beauty that provide beautiful women as models (Waymer, 2014). This means social media is one of the most popular media to construct beauty easily and can be effective way to disseminate information on standardization of beauty in society.

2.3 Social media Influencers

Social influencer means that individuals can adapt or change their decisions, thoughts and actions as a result of the interaction made with people, they believe have the same interests as themselves, such as beauty influencers (Lietal,2014). According to Kaplan (2017), Social Media Influencers are people with high social status on social

media platforms like Facebook, Instagram, YouTube and Twitter. The duty of the influencers is to endorse or review products of several brands. This means influencers are there on almost all social media platforms and different types of topic such as sport, fashion, beauty, food, life style and music as represent of their product (Belagatti, 2017).

Although with the rise of social media, there is a growth in the influencer as a profession, many companies are realizing the potential they possess. The brands approach the influencers and are in a contact with them and social influencer endorses their brands. On a photography and video platform such as Instagram, the beauty influencers mostly endorse a product by uploading photos through Instagram, the products will be worn and then tagging the picture with the name of the brand (Izea, 2017). In another way, on video influencers have the liberty and the time to properly explain the features of a product as well as express their opinions about product's review (Media Kix, 2016).

2.4 Instagram

According to Instagram FAQ in 2015 Instagram is a short form of the combination of the two words 'Instant' and 'Telegram' to reflect the ease of use and quickness ('instant') of sharing pictures and short videos through Instagram platform. Instagram is a worldwide online social networking site that provides a platform for people to share photos andvideos with others (Ting, 2014, p.1). Instagram become popular in this century, Instagram has reached more than 500 million users and this amount will keep increases (Instagram, 2018). Instagram launched in October 2010, Instagram has emerged as one of the greatest social media platforms boasting of 300 million users until present

(Albergotti, 2014).

In Instagram, there is a caption in each pictures or video uploaded. An information or description of the picture or video called as caption. Furthermore, Instagram has few unique features, one of them is photo filters that users can utilize to modify their pictures (Instagram, 2018). The expert social media claimed that the increasing popularity of Instagram, some users use Instagram not merely to connect with people only but also to support their job. Some public figures such as beauty influencers use Instagram to promote their career in beauty industry. In modern days, beauty influencers use Instagram to share images of their makeup content, makeup endorsement, do it yourself makeup, daily skin care and their daily activity in personal or professional account (Victorzon, 2014).

In addition, Instagram each user can create a personalized Instagram profile that functions as the personal 'photo folder'. The photos in the folder can be shared to friends or be made public, where users who can see the photos can both 'like' and comment on the photos (Instagram, 2016).

2.5 Transgender

Recognition of the rights of lesbian, gay, bisexual and Transgender (LGBT) people has received considerable global attention in recent years. According to Erdely in 2013, the term "transgender" can be used to refer to people who "cross over the boundaries constructed by their culture to define and contain that gender''. In addition, from another research the term transgender refers to individuals whose gender does not

(fully/constantly) match their sex assigned at birth. Trans individuals might feel they belong to be another gender (i.e., trans women, trans men), and therefore have a binary concept of gender (Harrison J, 2011). Recognition of the rights of lesbian, gay, bisexual and Transgender (LGBT) persons in social media has received considerable global attention in recent years and LGBT become sexual minority population in some countries such as U.S. (Gallup IncReport, 2017).

Over the short period of 6 years Gallup has collected data, the LGBT population has grown substantially. The size of the population has increased from 8.3 to over 11 million people who identify as LGBT in the U.S. The proportion of LGBT Americans jumped a full percentage point between 2012 and 2017–from 3.5% to 4.5% of the U.S. population. Transgender become popular in this century, transgender in America have gained popular attention on social media because they use social media as a place for entertainment, share their experiences as LGBT and also share their creativity. Brandon (2017) stated that the transgender community is well represented on social media, such as Instagram, Facebook, YouTube and Twitter. This day, transgender people have been known to search out information on their identity on social media and as space for the organization of transgender communities.

Thus, In Social Media, especially Instagram and YouTube, many transgender people turn to both of them. Because a site that allows pseudonyms, and where one's network is not necessarily linked with the real identity, to experiment and express their new transgender identities (Reningger, 2015)

2.6 Semiotics

Social Semiotics is a sub field theory from semiotics developed by Theo Van Leeuwen. Social semiotics is not 'pure' theory, not a self- contained field. It only comes into its own when it is applied to specific instances and specific problems, and it always requires immersing oneself not just in semiotic concepts and methods as such but also in some other field (Leewuen, 2005, p. 1).

According Kress and Leeuwen (1996) concept three kinds metasemiotics, based on image which can produce meaning from image perfoms. There are representational metafunction, interpersonal metafunction, and compositional metafunction. First, in representational metafunction we focus on places, people and objects in an image (Represented Participans). Second, focus on the actions of all participants involved in the image (Interpersonal Metafunction). Third is compositional metafunction, we focus on a combination of representational ans interpersonal metafunctions relate one each other in an image. (Harrison, 2003, pp.50-55).

The writer will use three kinds of metafunctions on how the picture creates meaning through those metafunctions.

2.6.1 Representational Metafunction

Kress and Van Leeuwen (1996, p.42) assert in their work that there are three metafunctions in social semiotic, first is Representational metafunction which refers to how objects are represented within an image and how they interact with one another. Representational metafunction consists of 2 structures which are in the table 2.1.

Table 2.1 the Representational metafunction

Structures	Feature Processes
Narrative: Narrative images allow viewers to create a story about the RPs because the Images include vectors of motion.	• **Action:** The narrative is created by vectors that can be bodies, limbs, tools, weapons, roads, and so forth. • **Reactional:** The narrative is created by eye lines (acting asvectors) between RPs.
Conceptual: Conceptual images do not include vectors. Rather, RPs tend to be grouped together to present viewers with the "concept" of who or what they represent.	• **Classificatory:** RPs as "kind of" something or some group (that is, they are members of the sameclass). Advertisements for beauty products often have classificatory images such as a group of models (for instance, Revlon models). • **Analytical:** RPs are displayed in terms of a "part-whole" structure. The "whole" is a Carrier who possesses "parts" called Attributes. **Symbolic:** RPs are important for what they "mean." A motorbike in an advertisement can, for example, be analytical (that is, asking the

	viewer to check out its attributes), but it is also symbolic of virility. Abstract shapes such as triangles, squares, andcircles also fall in this category.

Adopted from: Harrison, Claire. "Visual Social Semiotics : Understanding How Still Image Makes Meaning." 50.1 (2003): 46-60.

Narrative structure is the image which has vectors and would allow the viewer to create a story. It means the image is making a story which can be easily interpret by the viewer.

Conceptual structure is the image that has no vector and do not involve action and reaction from the Represented Participant(s) but represent participants in terms of their more generalized and more/less stable and timeless essence, in terms of class, or structure, or meaning (Kress & van Leeuwen, 1996, p. 79).

Feature	Feature Processes
Image Act and Gaze: The image act involves the eye	• **Demand:** The RP is looking directly at the viewer. A demand generally

line of the RP(s) in relation to the viewer	causes the viewer to feel a strong engagement with the RP.
Social Distance and Intimacy : Social distance is determined by how close RPs in an image appear to the viewer, thereby resulting in feelings of intimacy or distance.	The viewer can see an RP in six different ways. • **Intimate distance:** The head and face only • **Close personal distance:** The head and shoulders • **Far personal distance:** From the waist up • **Closesocial distance:** The whole figure • **Far social distance:** The whole figure with space around it • **Public distance:** Torsos of several people

2.6.2 Interpersonal Mafunction

Second is interpersonal which refers to the relationship among the producer, the receiver, and the image. Interpersonal metafunction consists of 4 features which are in the table 2.2

Table 2.2 the interpersonal metafunction

Perspective—The Horizontal Angle and Involvement: This angle refers to therelationship between the position of the RP(s) and the viewer.	**The frontal angle:** When an RP is presented frontally to the viewer. This angle creates stronger involvement on the part of the viewer as it implies that the RP is "one of us." **The oblique angle:** When an RP is presented obliquely to the viewer. This angle creates greater detachment since it implies that the RP is "one of them."
Perspective—The Vertical Angle and Power: There are two possible vertical-angle relationships: 1) that of the RP(s) and the viewer, and 2) that between RPs within an image.	**High angle:** The RP "looking up" has less power. **Medium angle:** The RP "looking horizontally" has equal power. **Low angle:** The RP "looking up" has less power.

Adopted from: Harrison, Claire. "Visual Social Semiotics : Understanding

How Still Image Makes Meaning." 50.1 (2003): 46-60.

Image act and Gaze is the way the image make a connection through eye contact to the viewer or somewhere else, which divided into 2 which are Demand and Offer. Demand is when the Represented Participant(s) make an eye contact to the viewer, while Offer is when the RPs does not look directly to the viewer, beside they are looking at somewhere else

Social Distance and Intimacy is how close is the distance of Represented Participant(s) and the viewer in the image. This is divided into 6, which are intimate distance, close personal distance, far personal distance, close social distance, far social distance, and public distance.

Angle Perspective talks about how angle influences the relationship between Represented Participant(s) and the viewer. The more frontal angle the more increases the viewer identification with the image.

2.6.3   Compositional Metafunction

The third is Compositional metafunction which refers to the composition of the image. Compositional metafunction consists of 4 systems which are in the table 2.3

	Center/Margin: RPs in the center provide the nucleus of information to which surrounding elements are

	subservient.
Framing: How RPs are framed affects whether they are seen as connected or separate.	**Framelines:** The lines within the image that divide RPs or hold them together. **Pictorial framing devices:** The stronger the lines around the image, the greater the connection.
Salience: Salience refers to the ability of an RP to capture the viewer's attention.	• **Size:** The larger the RP, the greater the salience. • **Sharpness of focus:** Out-of-focus RPs have less salience. • **Tonal contrast:** Areas of high tonal contrast have greater salience. • **Color contrast:** Strongly saturated colors have greater salience than "soft" colors. • **Foreground/Background:** An RP in the foreground has greater salience than an RP in the

	background.

Modality:
 	
Modality refers to how we feel about the visual message's validity and reliability. Images with higher modality appear more real than those with a lesser modality. However, the "realness" of imagery can be problematic.
	Modality markers: The visual cues that indicate "realness" generally run along a spectrum of possibilities.
	
	Color saturation, differentiation, and modulation:
	
	Full color = high modality Black-and-white = low modality
	
	ConCompositionalization:
	
	Fullyconceived background
	
	= high modality Elements
	
	Background completely absent = low modality
	
	• Depth:
	
	  - Deep perspective = high modality
	
	  - No perspective = low modality
	
	• Illumination:
	
	  - Fullest representation of light

	and shade = high modality
	- Absence of light and shade = low modality

Adopted from: Harrison, Claire. "Visual Social Semiotics : Understanding How Still Image Makes Meaning." 50.1 (2003): 46-60.

Information Value is the selection of positions of Represented Participant(s) on the image. Different placement has a different meaning from the producer. **Salience** talks about the size and the color of the image. The selection of color and size also affect the meaning of the picture to the viewer. **Framing** talks about how Represented Participant(s) framed in the image. It is seen as a multimodal resource for both separating and connecting represented entities. **Modality** talks about the color in the image would affect the meaning of theimage itself.

2.7 Systematic Functional Linguistic (SFL)

In this analysis, the writer will use the approach that concerned to text structure, function and meaning of language which belongs to Systematic Functional Linguistic (SFL) which the theory was postulated by M.A.K. Halliday.

This theory was developed by some theorists. Acoording to SFL, language has three metafunctions of textual, interpersonal, and ideational. Every metafunction has a different function as mentioned below:

a) **Textual Metafunction (Clause as Message),** concerned with the clause as message and deals with the organization of information within separate clauses and with the text as a whole.

b) **Interpersonal Metafunction (Clause as Exchange),** concerned on clause as exchange and the relationship between speakers in a given discourse.

c) **Ideational Metafunction (Clause as Representation),** concerned on clause as a set of process types that construe the world of human experience. Below are the further explanation about this metafunction,

2.7.1 The Ideational Metafunction

The ideational metafunction reflects the contextual value of the field (what is going on), where language is used to talk about the experience in the world, including the worlds in the minds, to describe events and states and entities involved in them. It construes human experience. It means by which human make sense of "reality" (meaning about the inner and the outer worlds). It is further divided into the logical meaning and the experiential meaning. The logical meaning refers to the grammatical resources for building up grammatical units into complexes, for instance, for combining two or more clauses into a clause complex. This meaning is not embodied in the clause but in clause complex.

While the experiential meaning refers to the grammatical resources

involved in construing the flux of experience through the unit of the clause. It also refers to the grammatical choices that enable the speaker to make meaning about the world inside and around (how the words are associated with events in the world). It focuses on the field, the topic of the message rather than the purposes the speakers have regarding the interaction. It refers to how the world is represented by the participants of a conversation through language, involving actions (verbs), things (nouns) and attributes of those things (adjectives), as well as details of background details of place, manner, time, etc (adverbials). An analysis of a text from the perspective of the experiential function involves inquiring into the choices in the grammatical systems of "transitivity".

According to Thompson (1996, p.28) "from the experiential perspective, language comprises a set of resources for referring to entities in the world and the ways in which those entities act on or relate to each other. Halliday (2004, p.168) asserts that experiential meaning is an interpretation of the clause in its function as representation. This can be concluded, that experiential meaning is meaning as the representation of human experience in the world of the clause.

2.7.1.1 Transitivity

The term transitivity is probably familiar as a way of distinguishing between verbs according to whether they have an object or not. It is proper of a verb that relates to whether a verb can take the direct object and how many such objects a verb can take. There are three basic elements to all

process structures of transitivity; the process its self, the participant in the process, and the circumstances associated with the process. Martin et.al (1997) describes transitivity as a resource for construing our experience in terms of configurations of a process, participant, and circumstances. However, Thompson (1996, p.78) states that "transitivity refers to a system for describing the whole clause, rather than just the verb and its object". According to Halliday (2004, p.106) "transitivity is a system that construes the world of experience into a manageable set of process types". This can be concluded that transitivity is a system that construes the world of experience in describing the whole clause with a set of process types as its center.

a) Process

A process is realized by a verb. Traditionally verb has been defined as a doing word. Though some verbs are not doing words at all, but rather express states of being and having. The term 'process' refers in general to the goings-on, like doing, happening, seeing, feeling, thinking, also being and having. A process is central to transitivity and consists of the various types of processes.

1) Material Process

According to Halliday (2004, p.179), material processes are processes of 'doing'. Material processes express the notion that some entity 'does' something, which may be done to some other

entity.

The material process relates to bodily, physically, and materially. One identification ch riteria for a material process is that they can be probed by asking 'what did A do?' and

'what happened to A?'

2) Mental Process

Halliday (2004, p.197) stated that mental processes or process of sensing areprocesses of feeling, thinking and seeing.

These processes are different from Material processes, they are mental that convert kind of goings-on. Mental processes are something that goes on in the internal world of mind. They are many verbs which refer to these mental processes such as thinking, imagining, liking, wanting, seeing, etc. and the participant that involved in mental processes is in a doing sense, as sensing-having feeling, perceiving or thinking. The two participants in a mental process are termed as Senser and Phenomenon. The senser is the conscious being that is feeling, thinking or seeing. The phenomenon is that which is 'sensed' felt, thought, or seen.

The mental process relates to emotionally, intellectually, and sensorily. They are probed by asking about mental reaction about thoughts, feelings, and perceptions. It makes more sense to ask

'what do you think/feel/know about B?"

3) Verbal Process

A verbal process is intermediate between mental and material process because 'saying' something is a physically 'action' which reflects 'mental' operation. Halliday (2004, p.252)

In the verbal process, the main participant is known as 'sayer'. There are three other participants that may be incumbent upon verbal processes:

1. The receiver is the one to whom the saying is directed.

2. The verbiage is the function that corresponds to what is said. This may mean one of the two things: it may be the content of what is said or it may be the name of saying.

3. The target is the entity that is targeted by the process of saying.

4) Relational Process

A relational process can be said to be that of being, including having. The main characteristic of a relational process is that they relate a participant to its identity and description. In essence, they state that something is/was/will be and hence the relational process is often described as a process of being. But other verbs may relate a participant to a description, for example, seem, become, look, appear, remain, have felt, etc.

Halliday (2004, p.215) stated that the relational process come in

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two distinct modes:

5) Attributive→ 'b is an attributive of a'

6) Identifying → 'b is the identifying of a'

They can be classified according to whether they are being used to identify something (identifying) and to assign a quality something (attributive). In an attributive mode, an entity has some quality ascribed or attributed to it. While in identifying mode some entities have an identity assigned to it. The relational process can be further sub-classified according to whether they are intensive, possessive or circumstantial.

1. Intensive → 'a is b'

2. Possessive→ 'a has b'

3. Circumstantial → 'a is at b' (where 'is at' stands or   'is at, in, on, for, with, about, etc)

7) **Behavioral Process**

According to Halliday (2004, p.248), behavioral processes are the process of (typically human) physiological and psychological behavior, like breathing, coughing, smiling, dreaming and staring. The behavioral process also described semantically as a 'half-way house' between mental and material process because there are words that have a meaning in mental but also in behavioral. Halliday (2004, p.251) included that there are some verbs that

referring to action which reflect mental states, for example: laugh, listen, cry, gasp, grimace, snore, hiccup, ponder, etc. The participant who is 'behaving', labeled behaver and is typically a conscious being.

8) Existential Process

Halliday (2004, p.256) stated that the existential process represents that something exists or happens. This type is one that can almost be defined in negative terms, it expresses the mere existence of an entity without predicting anything else of it. The used of the word "there" as the signified of this process. The object or event which is being said to exist is labeled 'existent'.

The word 'there' in such clauses has no representational function but it is needed as a subject. Existential clauses typically have the verb be. They are expressed by verbs meaning 'exist' or 'happen': exist, remain, arise, occur, come about, happen, take place and some circumstantial feature: e.g. time (follow, ensue). Place (sit, stand, lie, rise, stretch, emerge, grow). A considerable number of other verbs can also be used in a range of abstract existential clauses; e.g. erupt, flourish, prevail.

b. Participant

Participant is the term that used to refer in general to entities

involved in the process. It can be a person, a place, or an object. In the grammar of a clause, the participant is realized by a nominal group.

c. Circumstance

Circumstances are encoded in the background against which the process takes place. Among other things, they may locate the process in time or space, and it also suggests how the process occurs, or offer information about the cause of the process. Halliday (2004, p.262) proposed nine main types of circumstantial elements, as follows:

1. Extent

2. Location

3. Manner

4. Cause

5. Contingency

6. Accompaniment

7. Role

8. Matter

9. Angles

2.8 Patrick Starr

Patrick Starr was born on November 11, 1989. He was born in the city of Orlando, Florida where his parents lived and raised him alongside his two siblings, after emigrating from the Philippines, Starr lived in United States. Starr is a trained classical pianist and used to assist his friends in choir sessions and singing competitions in his school. However, Starr discovered his interest in make up when he photo shopped images in his computer. At that point of time, he hardly thought of building a career as a beauty expert. On the contrary, he was planning to make a career in nursing but he followed his dreams and became a successful makeup-artist. For his first time in makeup world, he made his first makeup experiment with foundation as a teenager his first purchase was M.A.C.'s Studio Sculpt Gel and started regularly wear a full face at 21. He described the first years wearing makeup as almost like a battle, not only because it meant defying gender norms, but also because his parents hate him, Starr's parents were shocked when their son walked around with an orange face because of his foundation and also his parents were afraid of what other people are to say or bullies out there. However, Starr became a successful beauty guru and beauty influencer in the United States. Regardless of his career in beauty industry, some people are curious about his gender because he never talked about it. However, on August, 3 2017 he openly shared his sexuality. He tweeted on his twitter account that he proud to be gay. *"Yes I'm gay and I'm proud to be me". #LGBTbabes"* (Twitter.com, 2017). He bravely stated that thing because his parents accepted him, no matter what his gender is. Sometimes, his family appears on his Instagram or YouTube. Last but not least, He became a successful

makeup beauty Guru and transgender beauty influencer withover 4.7 million followers on Instagram.

2.9 Manuel Gutierrez

Manuel Gutierrez as known as Manny MUA (MUA is an acronym for makeup artist), Manny grew up in a Mormon family. Before he decided on a career in beauty industry, Manny planned to attend medical school with aspirations of becoming a plastic surgeon. Manny has a Bachelor degree from San Diego State University. Obviously, things went a different way for him. One day, he decided to forsake everything about medical industry. His decision was really hard for him and also for his family. This story could have ended on a horrific note, but was resolved with Manny and his family come to terms with his truth and he proves that how to get through crazy difficult times in life is by simply holding true to himself.

He joined in beauty industry when he was young, Manny MUA used to work in the makeup counters of some of the best salons in San Diego, such as Sephora and MAC. There he be friended another beauty influencer called, Patrick Simondac or known as Patrick Starr. Patrick guided him in starting his career on social media after counseling him on the importance of having a presence on popular social media channels. They both became friends for a lifetime, and made a collaboration makeup then posted in Instagram. Soon he also got 34,4million followers on Instagram and 508K followers on Twitter (Instagram.com, 2019). However, it brought him being an Maybelline's first

male brand ambassador and an absolute beauty boss who shatters gender stereotypes each time he applies a coat of mascara to those luscious lashes and invites followers to learn more about his life. After he became a successful beauty influencer in social media and as brand ambassador in few brand of makeup, however in 2016, Manny MUA Publicly discussed his gender, he claimed as gay and posted a video called 'My Coming Out Story' (Youtube.com ,2016). Even though, his family became aware and worried about his future because of his family disapproval of his sexuality at that time.

2.10 Bretman Sacayanan

Bretman Sacayanan or known as Bretman Rock is a Fillipino beauty influencer who now lives in Hawaii, USA. He was born on 31st July 1998 in the Phillipines. His parents separated from his childhood, He grew with his mother and a sister. Actually, Bretman is a Fillipino national with multiracial race (Portuguese-Filipino). Since 2015, Bretman started creating content on YouTube, he launched his YouTube channel in September 2012. His video contained, Hair Tutorials, How To Do Your Eyebrows, and How To Contour. Also, he uploaded photos in Instagram as the final look of tutorial makeup. Bretman and his eye-catching makeup and contour has grabbed colossal attention and popularity from the public. As of 2017, Bretman Rock is an Instagram Star with over 8.5 million fan followers. On his account, we can find different makeup Tutorials. And he is popular for his makeup styles (Instagram, 2017) and now he got more 13 million followers on Instagram.

At the beginning he started join in beauty industry, He likes fitness and workout

every day until present. It makes his body buff and always in good shape. Another fact, that he was a trainer at Cross Fit Trainer. Which means that he has a masculine hobby and also his hobby makes people curious about his sexuality because makeup and fitness are two different things for man and woman. However, on November 21, 2017 he revealed about his sexuality through his tweet "I'm gay'' (Twitter.com, 2017).

2.11 Theoretical Framework

This research will analyze the construction of beauty in Patrick Starr, Manny Gutierrez and Bretman Rock instagram's posts. The visual text will be analyzed by using three metafunctions (Representational, Interpersonal, and Compositional metafunction) of Social Semiotic theory by Kress & Van Leeuwen to help the writer reveals the beauty construction in three of their instagram's posts. The written text will be analyzed by using Systemic Functional Linguistics (SFL) by M.A.K Halliday focusing on ideational metafunction.